

Exponential receives new accreditation by the Trustworthy Accountability Group

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Exponential recognised for combatting ad fraud with Certified Against Fraud Seal



Exponential Interactive, one of the largest digital advertising networks globally reaching over 700 million users monthly, has been accredited by the Trustworthy Accountability Group (TAG) with its "Certified Against Fraud" Seal. The accreditation follows TAG's 'Certified Against Fraud' Guidelines, and was achieved via an audit by an independent third party approved by TAG, BPA Worldwide. As required by the TAG guidelines, Exponential also works in compliance with The Media Rating Council's Invalid Traffic Detection and Filtration Guidelines (MRC IVT Guidelines).

In order to achieve compliance, Exponential had to demonstrate its methodology is in accordance with TAG's guidelines for its certification against fraud. Exponential employs multiple tools and controls to protect advertisers from invalid traffic, including regularly updated whitelists and blacklists, proprietary activity-based detection checks and manual invalid traffics checks, partner qualification controls for publishers upon being accepted into the network and ongoing process and transaction auditing for publishers. Exponential also employs a thorough compliance process with dedicated compliance and data quality officers and strict processes for handling invalid traffic complaints.

"Exponential is working alongside TAG to combat ad fraud. As an advertising intelligence company, we fully understand and recognise just how important it is to be vigilant about fraud," said Tim Sleath, VP of product management, Exponential. "The industry is in a new era of digital transparency. It's vital that companies work to prevent fraud and ensure brand safety. We are proud to play our part in making online advertising a safer, cleaner place and hope other companies follow suit."

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